

**Title: BROADCAST AUDIENCE MEASUREMENT METHOD USING
INTERCEPTED AUDIO**

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Abstract

Calls made from mobile or cellular telephones may contain audio signals from broadcasts audible to the caller. Thus, a call made into a call center, perhaps to gain valuable information, such as traffic conditions, may be analyzed at the center to determine the source of the broadcast. This invention takes advantage of the existing communications infrastructure and provides for rapid and statistically improved estimation of listenership.